

Chantecler CIGARETTE PAPERS
NONE FINER MADE

DOUBLE AUTOMATIC BOOKLET **5¢**

Open Sesame To Sales

Despite the many illustrations of its efficacy that could be quoted with little effort, the value and power of advertising is not yet fully appreciated, even by many of those who stand to gain the most by it.

It has been said that if you have something the world wants, the world will beat a pathway to your door, or words to that effect; but the corollary to this—a most important one and one that is sometimes overlooked or minimized, is the necessity of letting the world know that you have something it wants, before it is possible to have the well-trodden path to the proverbial doorway.

In other words, advertising is the open sesame to sales of goods and services. The world may thirst and hunger for something you have to offer, but the world will continue to lack that something if you neglect to let the world know that you have it.

Apart altogether from the immediate value of advertising, the cumulative results that it brings is also often overlooked or minimized. Advertising brings demand. Demand spells sales. Sales create further demand and volume of production, and volume means reduction in costs, lower selling prices and improved products. Lowered prices and better goods widen the range of demand and this, in turn, stimulates additional sales.

A Remarkable Example

A shining example of the value of advertising as a stimulus to business is afforded by the automobile industry.

Less than 35 years ago Walter Chrysler paid \$5,000 for his first automobile, a crude vehicle that sometimes ran and sometimes did not, a machine which had to be started by a hand crank, whose oil lamps had to be lighted with matches and whose brakes had to be operated by hand.

But consider the automobile of to-day and its cost. For one-fifth of the sum paid by Mr. Chrysler for his first machine, or even less, the present-day purchaser can secure an infinitely better product, a machine that can be depended upon to do its work efficiently under almost any conditions and a machine comprising so many refinements and improvements when compared with the pioneer models, that it would take a column or more just to list them.

And this result, an infinitely superior vehicle at a fraction of the selling prices in the earlier days of the industry, is largely the result of advertising. What happened in the automobile industry was something like this, to quote Wright A. Patterson, an authority on the subject: "Advertising created increased demand. Demand was responsible for increased employment. Increased employment brought augmented purchasing power and this in turn stimulated further demand," aided and abetted by continued and additional advertising.

Thus on a foundation of advertising was built up one of the greatest industries on the continent, which, in its turn, grew, fostered and developed many other subsidiary industries, creating more pay rolls and more potential and actual consumers of motor cars.

The same process and the same results are equally applicable to many other manufacturing industries, such as radio, refrigeration and a host of other smaller and less expensive commodities which are to be found in almost every household throughout the country. Their names are legion, but they would not be in extensive use to-day and would not have built up flourishing industries had it not been for advertising, for without advertising no one would have known about them.

Discredited Theory

Nor are the benefits of advertising confined to manufacturers and consumers of manufactured products. They are of equal advantage to the distributing services of the country. The grocer, the butcher, the baker and the candlestick maker are also beneficiaries of advertising, as well as their customers, if they only realized it.

The country merchant who makes use of his available local advertising facilities and as a result creates volume of sales for his goods or his services is enabled to reduce his overhead costs and is thus able to cheapen the product or the service which he offers, giving him a distinct advantage over his non-advertising competitor. As a result not only does the advertising merchant benefit but his customers are likewise beneficiaries, since they are able to buy a commodity or a service at less cost, or a better article or a better service at the same price. Either way, both benefit.

When this self-evident truth becomes better understood and more readily appreciated the false doctrine that is sometimes circulated in the towns and on the farms that advertising is an "economic waste," paid for by the consumers, may be discredited, as it deserves to be.

Small But Powerful

Courtesy Is Very Useful Every Moment Of The Day
I am a little thing with a big meaning. I help everybody. I unlock doors, open hearts, dispel prejudice. I create friendship and good-will. I inspire respect and admiration. Everybody loves me. I bore no one. I violate no law. I cost nothing. Many have praised me, none has ever condemned me. I am pleasing to those of high and low degree. I am useful every moment of the day. I am Courtesy.—Leamington Post and News.

Every 10¢ Packet of WILSON'S FLY PADS
WILL KILL MORE FLIES THAN SEVERAL DOLLARS WORTH OF ANY OTHER FLY KILLER

10¢ WHY PAY MORE
Best of all fly killers. Clean, quick, sure, cheap. Ask your Drugist, Grocer or General Store.
THE WILSON FLY PAD CO., HAMILTON, ONT.

Indians Had Remedies

Acquired Comprehensive Knowledge Of Medicinal Properties Of Herbs
Dr. J. J. Heagerty, director of Public Health Services of Canada, in the first of his series of addresses on "The Romance of Medicine in Canada" has given interesting data on Indian life. In this address, given in full in the Spring issue of "Health," the Ottawa authority says:

"The Indians were possessed of a comprehensive knowledge of the medicinal properties of the vegetable kingdom. They had remedies for each and every occasion. Their medicine man was only a concession to superstition and not the curator of their medical knowledge. Their system of medicine was an unwritten one that was handed down from generation to generation and, in spite of the manifold defects of such a system, was surprisingly complete."

An astronomer says the earth is speeding 180 miles a second on its journey. It will need 207,000,000 years to complete. It will have to do much better than that if it wants to leave its troubles behind.

Glass that may be bent, rolled and twisted is on the market. Thus, at long last, the principle of the toothpaste tube may be applied to the paste bottle. 2311

Heraldic Symbols

Columbia University. In New York Still Retains Crown
When King George and Queen Elizabeth visited Columbia University on Morningside Heights, New York, they set foot inside a college which despite 155 years of allegiance to the stars and stripes has retained a crown as one of its heraldic symbols.

Atop the flagpole at the university, which in the days when New York was a province of Great Britain, was called King's College, is set a substantial-looking gold-painted crown and a crown is traced in white against the blue background of Columbia's flag.

It is a replica of the iron crown which was set on top of the weather-vane of the first King's College building at Park Place where New York's veteran skyscraper, the Woolworth Building, now casts its shadow.

The crown, one of Columbia's treasures, was shown to the King and Queen by President Nicholas Murray Butler during their 15-minute visit to the university June 10. With this relic they saw the lengthy document by which King George II, on Oct. 31, 1754, granted King's College a charter creating "a body politic and corporate, of good fame and name" and appointing the college "for the Instruction and Education of Youth in the Learned Languages and Liberal Arts and Sciences."

Columbia University uses the crown design as a watermark for its official stationery and the royal symbol figures likewise in the colophon printed on the title pages of books published by the Columbia University Press.

Not His First Visit

King George When Duke Of York Was In Niagara Falls

Contrary to general belief, it was not the first time that King George VI set foot on American soil when he made his visit to the United States.

As proof that the King, then a youth of seventeen, spent several hours across the border back in 1913, the Rev. W. Whitlam, minister of Knox Presbyterian church, Brantford, Ont., produced a photograph he snapped just after Prince Albert, Duke of York, as he was known then, and a party of British naval cadets had disembarked at Lewiston, N. Y. "This picture," said Mr. Williams, "is without doubt the first of the present king taken on American soil, and I have every reason to believe that it is the only one in existence to-day showing His Majesty in the land of the Stars and Stripes."

The King was then known as Prince Albert, his age was seventeen, and he was a naval cadet attached to H.M.S. Cumberland, which had put into Halifax.

A Success Story

Man From Poland Makes Good On Rocky Ontario Farm Land

A success story with its locale the rocky farm land of Northern Frontenac County, Ontario, was unfolded in naturalization court at Kingston by Ferdinand Maly, who came to Canada from Poland eight years ago with 10 cents.

Applying for citizenship papers with Emil Matys, who came here from Poland about the same time and farmed near him in Omphal township, Maly told the court that through hard work his 10 cents had pyramided until now he had a 500-acre farm stocked with fine animals and \$2,000 in cash.

Matys told how he bought a farm for \$2,000 and had paid off all but \$500 of the mortgage. They praised Canadian methods of farming.

"All we had to do is work," said Maly. "Canada is a wonderful country. Farmers here can make money."

Used Special Coal

The coal used in the giant locomotive which pulled the royal train of King George and Queen Elizabeth through the United States was of a carefully selected grade to assure "absolute efficiency" in operation, railroad officials said. The locomotive, 102 feet long, had a special tender carrying 32 tons of coal.

Lacked Foresight

Brookville Recorder and Times says residents of a Western Ontario district are said to have experienced "tugging at the heart-strings" when their branch railway lines was closed, and that might have been prevented if the people in question had had enough foresight to give the line decent patronage.

Strange Auction Sale

A single tallow candle illuminated England's strangest auction sale at Chard in Old Poppe Inn's "secret chamber." The sale, held annually for disposition of a valuable water-cress field, dates back 200 years.

They'll enjoy
Christie's Graham Wafers
with a glass of milk
Fresh, crisp, delicious—nutritious—a well-balanced meal.

Prairie Pasture Management

Cultivated Grasses Superior To Native Species For Maintaining Livestock

A certain amount of pasture is always needed on farms carrying live stock. The acreage required will depend on the number of stock, kind of pasture and climatic conditions, states F. M. MacIsaac, Dominion Experimental Station, Scott, Sask. Where native prairie grass supplies the pasture, it has, in many cases, been over-grazed during the past dry seasons. In many of these pastures, prairie sage (*Artemisia frigida*) has increased thus reducing them to a low carrying capacity. Pasture investigations at the Scott Experimental Station have proved that cultivated grasses have a much higher carrying capacity than native species. In 1934 and 1935, sixteen to eighteen milch cows were pastured on 150 acres of native grass. Each year the cattle were put on about the middle of May and taken off the third week in October. It was estimated that the above number of cattle was about the limit of the carrying capacity of this pasture. It averaged 16.8 cow days per acre per year for the two years. During the two years, 1937 and 1938, approximately the same number of milch cows with the addition of a few young cattle from time to time were pastured on 46 acres of cultivated grasses. This pasture consisted of three fields, namely, 22 acres of a mixture of western rye, crested wheat and alfalfa, 12 acres of bromes and 12 acres of crested wheat grass. Over the period of two seasons, it averaged 50 cow days per acre per year. A comparison of the results shows that the cultivated grasses had practically three times the carrying capacity of the native grasses. There was little climatic difference for the seasons compared. It is advisable on the prairie to provide supplementary pasture in the hot part of the summer where irrigated or low meadows are not available. While sweet clover may be used to help this situation, a more dependable method is to sow sufficient acreage of oats in the spring for pasture during the hot period.

Women should stand up for their rights! At one time egg money was small enough to pass unnoticed into the maternal exchequer, but now that it amounts to something it is going, more and more, to buying chewing tobacco and pay taxes, says the Farmer's Advocate.

Showed Decided Difference

New Tune In Cheers When Children Saw Their Majesties

Perhaps nobody noticed it except the four or five adults in the Richardson Stadium who had long training in observing every last small detail of a very large event, but the pitch of the mighty cheering of ten thousand, five hundred young throats dropped a full octave or more immediately after the school children got their first sight of Their Majesties. Not only did the cheering drop in pitch, although its strength did not diminish, but it changed entirely in character.

There is no indicator of emotion more sensitive than the voice, and the only explanation of the change must be that the actual appearance of the King and Queen produced a very deep emotional effect on the great majority of the children present. It has been taken for granted that it is important for school children to have every opportunity of seeing their King and Queen. The effect upon the children who were in the stadium seemed to prove the point.

Sporadic cheering started a short while after the children took their places. It was practically continuous from the moment they were told over the public address system that Their Majesties had arrived in Kingston and would appear before them in a few minutes. But it was typical, shrill, high-pitched children's cheering. It reached a tremendous crescendo as the first motor cycles of the police escort swept through the stadium gateway, but it was still the high-pitched, rather unpleasant variety.

Then the Royal car appeared and the Royal standard was broken out. There was a momentary hush, then the cheering resumed and gradually grew to tremendous volume in its new pitch and quality. It was music now, like a great tenor organ pipe whose mighty tones rose and fell as the smooth rollers of a quiet sea. Something had occurred which the children will remember to the end of their days.—Kingston Whig-Standard.

"Noon" of the long day at the south pole is Dec. 22, on which day the area at the pole gets the largest amount of exposure to the sun's rays than any part of the earth's surface receives.

Caught recently by a Norwegian crew, a whale bore in its body a harpoon of the type used 40 years ago.

Some Cooking Hints

Things One Should Know To Get The Best Results

When a cake is done it is a "bell" cake brown, has shrunk slightly from the edge of the pan and when pressed lightly with the finger tips, springs back and leaves no mark on the surface.

For best results the ingredients for a cake—flour, eggs, and milk—should be at room temperature. Besides, the shortening and sugar mixture is much easier to cream thoroughly and the result is a tender, moist cake.

Properly beaten egg whites for cakes just hold their shape. They are glossy and have a moist rather than a dull and dry appearance.

Built In Record Time

Construction Of 11,000-Ton Ship Was Speeded Up In Glasgow

In the record time of 28 weeks an 11,000-ton ship, measuring 530 feet long, has been built at Clydebank.

She is the New Zealand Line motor passenger liner Essex. Construction was speeded up to make way for naval tonnage.

Special apparatus will suck in 13,000 cubic feet of sea air every minute and distribute it among fruit for cooling and preservation. Apples breathe, and the gases they exude will be trapped, cooled and wafted through the holds to prevent fruit tainting.

Anthrax is not considered an important public health problem in the U.S. since less than 200 cases occur annually.

Goodbye, Blues on Ironing Day!

\$1.00 FOR YOUR OLD IRON
Your old iron—no matter what its age—can be replaced or made to worth \$1.00 on the purchase of a new Coleman Self-Heating Iron. Ask your dealer (car store handling hardware) for FREE TRADE-IN CERTIFICATE worth \$1.00 toward the purchase of your new Coleman Iron, or write:
The Coleman Lamp and Stove Company, Ltd.
Dept. WH-125 Toronto, Ont. (416) 785

Coleman SELF-HEATING Iron

PARA-SANI
HEAVY WAXED PAPER

DO YOU LIKE FRESH LUNCHES?
Retain the freshness by wrapping with Para-Sani HEAVY WAXED PAPER
Order Para-Sani to-day from your neighborhood merchant

Appleford PAPER PRODUCTS
WAREHOUSES AT
WINNIPEG - REGINA - SASKATOON - CALGARY - EDMONTON

DIRECTORY

BUY from those firms whose cards appear under this heading. They are loyal supporters of Coleman institutions and merit your business.

We Are
AUTHORIZED DISTRIBUTORS



J. M. CHALMERS
Jeweler



GASOLINE
LUBRICANTS
SERVICE

MOTORDROME
KERR BROS. - Props.
PHONE 77

We Sell Everything for a Building

Excel Builders' Supply Co.

J. S. D'APOLONIA
General Manager

We do Everything Phone 263

LUMBER

NO JOB
TOO LARGE OR
TOO SMALL

Sartoris Lumber Co
Main Street - Coleman

EAT AT

COLEMAN CAFE

In connection with Coleman Hotel

BEST MEALS IN TOWN

—Reasonable Prices—

OPEN DAY AND NIGHT

Rooms by Day, Week or Month

B. P. McEWEN
Jeweler

Engraver - Optician

Issuer of Marriage Licenses

Italian Block - Coleman

INSURANCE

FIRE - ACCIDENT
AUTOMOBILE

Robt. R. Pattinson
PHONE 180



Benevolent and
Protective Order
of
ELKS
Coleman Lodge
No. 117

Meets 1st and 3rd Thurs. at 8 p.m.
WILFRED DUTIL, E.R.
GEO. A. BROWN, Sec'y.

MODERN ELECTRIC

The Pass Quality Electrical Store
Electrical Appliances
Electric Wiring and Alterations
Repairs on Washers, Vacuum
Cleaners, Irons and Toasters
Wiring Supplies, and Mazda Lamps

MAKE YOUR PURCHASES
at the

COLEMAN CO-OP.

and receive patronage and
share dividends on
ALL your purchases.

- O - K -

RUBBER STAMPS
PROMPT SERVICE

THE COLEMAN JOURNAL

Published Every Thursday at Coleman, Alberta. Membership is Canadian
Weekly Newspapers Association and Alberta Div. C.W.N.A.
H. T. Halliwell, Proprietor.

NOTES AND COMMENTS

BENEFITS OF COMPETITION

Fair competition is a good thing, for it keeps people on their toes and makes them strive to maintain good service, whether they are in business for themselves or working for others. Competition makes for progress, and has enabled many to enjoy things that were people content to let things remain as they are, would result in stagnation. Courageous men who succeed in their undertakings are not creatures of circumstance; they overcome difficulties as stepping stones to reach their objective. The survival of the fittest will always remain a fundamental principle of life.

CAUTION SHOULD BE EXERCISED

Frequently thoughtless people start a rumor circulating, and before the truth is revealed, much harm has been done. And the person or persons most vitally concerned are usually the last to hear it, and the unfortunate thing is that it is hard to overtake a lie or a rumor for which there is no foundation in actual fact.

SERIOUS disruptions in the Calgary Prophetic Bible Institute were given an inkling of by Premier Aberhart in a dialogue during his Sunday afternoon propaganda broadcast. A Rev. Mr. Crouse, engaged about five months ago, declined to take part in the regular Sunday afternoon broadcasts in which Mr. Aberhart is the central figure. Mr. Crouse gave as his reason that he could not mix religious teaching with political propaganda. Hence the split.

Mr. Aberhart in last Sunday's broadcast, endeavoring to justify his propaganda, stated that he believed in religion being of a practical nature. Possibly Mr. Aberhart's view of building up a political machine on promises he can never fulfil may be practical Christianity, but to most people it is Christianity, but to most people it is the most rank hypocrisy, particularly when he uses such a cloak to veil his true purpose.

From the top down to the petting little jobs in the small towns Social Crediters are enmeshed in a political machine, not for practical Christianity which the premier prattles about, but to keep the heeled in line. Practical Christianity. It is to laugh! To think that there are so many who can take it. Barnum underestimated it when he said there was one born every minute. One every second might have been nearer the mark.

NOTES ON THE RELIEF SITUATION

A relief investigator in a Canadian city was recently sent out to examine two cases where relief had been applied for, but where through a departmental oversight no action had been taken.

At the first house an angry wife complained: "It's been two weeks since my husband applied for relief. And not a thing done about it! Well, he just couldn't wait any longer. So he had to go out and get a job." At the second house the applicants had been forced to the dire extremity of seeking work. The husband was still at home, but he was very much vexed at the department's delay. He demanded of the relief investigator: "Is this the service you provide taxpayers in our city?"—The Printed Word.

EVEN very serious things have a humorous side. Last week people were getting "set up" over a questions and answers series conducted by a traveling gentleman at the local theatre, which was highly entertaining. He was asked to solve murder mysteries, robberies, and whereabouts of long-lost relatives, and many other problems of human interest. But when it came to solving one of his own problems, he visited the local police office. He had lost a pet dog, and did not know if it had been stolen, had run away or what had happened to it. The chief constable listened attentively to his description, pondered over the disappearance of the dog, then suddenly there flashed through his mind that if the gentleman could give such ready answers in the solving of other questions, why shouldn't he be able to discover the whereabouts of the lost pet.

THE editor of the High River Times, Charles Clark Jr., states that another Charles Clark has arrived to add strength to The Times. "At present he shows a lamentable lack of interest in the paper, but just give him a little time to get accustomed to his new setup and he will be plying time with the best," states his father. "Hurry up and grow, young Charles Joseph—the office awaits your arrival."

Even at that, the High River Times is more fortunate than the Coleman Journal. We haven't any potential editors in the family to follow in our footsteps, and we never equalled Eddie Cantor's record either. But we congratulate The Times, father, grandfather, mother and all others interested in the fate or destiny of that excellent weekly newspaper.

A WORD OF PRAISE FOR THE WEEKLIES

Visitors to the Legislative Library—who numbered many hundreds during the King's Days, found much to pore over in the files of Alberta's weekly newspapers. Some very fine Royal Visit issues were forthcoming, and the various news stories and editorial articles in connection with the great occasion provided a closeup of provincial feeling and enthusiasm that no other media could provide.

A SHINGLE FOR EVERY BINGVILLE

We could only guess the name of the town we were entering, as the main street displayed no sign at any corner. The post office, probably on a side street, was nowhere in sight. No public building announced the name of the town it represented. Should we stop and inquire of some pedestrian? We shrank from letting anyone know that we did not know where we were, remembering the look we usually meet in the eye of the person of whom we ask the question, "Will you tell us the name of this town, please?"

Knowing the names of places we pass through gives special interest to an outing; just as catching the name of the person to whom we are introduced, gives point to our conversation. But, when we come to nameless streets, and within a nameless town, we exchange the "Where are we now?" question between ourselves, hurry along, and soon forget even to guess.—Christian Science Monitor.

TIMELY ADVERTISING TIPS

Readers are going to shop where they are invited to shop, and there is a lot of good business to be obtained by regular advertising in this paper. The continued appearance of a store's message, week by week, is bound to influence all buyers of groceries, clothing, furniture, electrical appliances and other merchandise. Put your best selling efforts behind your advertising and you will surely be well repaid.

DIRECTORY



R. F. BARNES
Barrister - Solicitor
Notary Public
Commissioner of Oaths
Phone 305 Coleman, Alberta
Residence Phone 2408

DENTIST
R. H. CAMPBELL, D.D.S.
Office: Morrison Bldg., above
Pattinson's Hdqrs. Phone 6.
Hours: 9 to 12 a.m., 1:30 to 6 p.m. Away Tuesday mornings, & Fridays till 4:30 p.m.

GRAND UNION HOTEL
Fully Modern Reasonable
Rates Week or Month
A. A. PRUETT

SUMMIT LODGE
No. 30, A. F. & A. M.
Regular meetings held first
Thursday of each month at 8 p.m.
Visiting brethren cordially invited.
SIDNEY C. SHORT, W.M.
Maurice W. Cooke, Secretary.



A Man's Fancy

will be taken by these stout, good looking dress shoes. The inbuilt quality is amazing for such a low price! That makes the surprise even bigger. Come 'round to see these style-buys. Several pairs will be an investment never regretted. In any shade, Black, Brown or White.

Steve Bencko

Shoe Repair Shop



A Tribute to Loved Ones Is a Well-Kept Grave



Complete information on cost of monuments or headstones will be gladly given.

Consult the representative of
SOMERVILLE
Calgary Monumental Co.

Norman E. MacAulay
Main Street, Coleman

An ad EVERY WEEK in this paper is the BEST way to win business.

Good printing creates a favorable impression—that's why Journal and Bulletin ads count.

The Journal and Bulletin ads are valuable as shopping guides.

We Know Of One Such Area

WHEREAS raw milk may be the means of transmitting various types of serious infectious diseases—and is a major factor in high infant mortality;

AND WHEREAS it has come to our attention that there are many areas in Canada where raw milk is still distributed and sold;

BE IT RESOLVED that this Association go on record as endorsing the Compulsory Pasteurization of all Milk offered for sale.

—Resolution passed at annual meeting, Canadian Medical Association, June, 1937.

Meadow Sweet Dairies, Ltd.

Telephone 138M, Bellevue

Drink Milk for Health's Sake—But
for Health's Sake Drink Safe Milk



This Advertisement Is Not Inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.



Light Is All Important!

No need to remind you how sunshine brightens the day for everyone. People love light, because it is cheerful and healthful.

FOR the self-same reasons, stores, offices and homes should be well lighted after the sun quits for the day. As moths fly to the light, so do people delight to gather where the lights are brightest. Electric current is the cheapest utility you can buy for lighting, for power and for household electrical appliances.

Coleman Light & Water Co., Ltd.



FOR SPARKLING COLOUR, EASY APPLICATION AND DURABILITY, EXPERIENCED HOME PAINTERS SAY THERE'S NOTHING TO EQUAL

ENAMELOID
WORLD'S FINEST HIGH-GLOSS ENAMEL

WILL NOT CHIP NOR CRACK LEAVES NO BRUSH MARKS DRIES IN 4 HOURS COVERS IN ONE COAT

Makes painting a real satisfaction. Flows on easily and dries with a rich, lasting lustre. In 24 brilliant colours and black and white.

GUARANTEED BY THE MAKERS OF SWP, SHERWIN-WILLIAMS HOUSE PAINT

FOR SALE AT **EXCEL BUILDERS' SUPPLY CO.** Telephone No. 263

ALL Of These Features

explain why

CHEVROLET

Leads in Sales.. Leads in Performance
.. Leads in Value

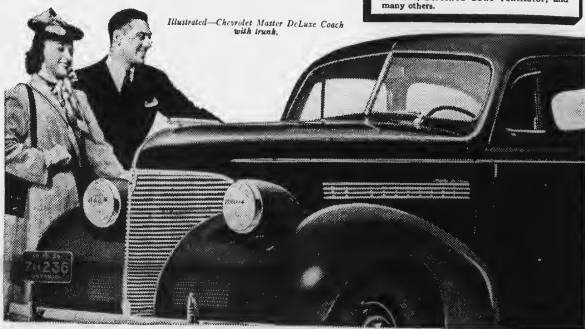
TAKE a look at the unequalled sales record of the new 1939 Chevrolet—then take a look at the unequalled list of Chevrolet quality features shown at the right... There's a direct connection between the two!

Chevrolet is leading all other makes of cars in sales, because it's the only car that gives you so much for your money—bringing you all these modern features at such low cost! Such great value brings great volume; great volume brings still greater value; and thus Chevrolet keeps on piling up its value leadership over all other cars in the field, year after year.

You want the car that *out-styles, out-accelerates and out-climbs* all others in its price range; you want the car that is first in sales, first in value; you want a new 1939 Chevrolet! Better see it and drive it—today!

Low monthly payments on the General Motors Installment Plan.

Illustrated—Chevrolet Master DeLuxe Coach with trunk.



C-1718

CROWS NEST PASS MOTORS -- BLAIRMORE

BUY FROM A BUSINESS LEADER... YOUR CHEVROLET DEALER

Wine Wisdom by BRIGHT

In wine-making, there is no substitute for age. Try BRIGHT'S CONCORD or BRIGHT'S CATAWBA. Then you'll see why so many more people now prefer Bright's wines.

Bright's
WINES

CONCORD
AND
CATAWBA

26 oz. Bottle \$.45
40 oz. Bottle50
1 Gallon Jar 2.25

This Advertisement is not inserted by the Alberta Liquor Control Board, or by the Government of the Province of Alberta

No Other Car Combines All These Famous Features

1. Exclusive Steering-Column Gear-Shift With "Vacuum Assist" (Available on all models at only \$12 extra.)
2. New Aero-Stream Styling, New Bodies by Fisher
3. 85 Horsepower Valve-in-Head Six
4. Perfected (Quadro-Action) Hydraulic Brakes
5. New "Observation Car" Visibility
6. Advanced Knee-Action Riding System With Shockproof, Dual Cross Steering (Available on Master DeLuxe models only.)
7. Reinforced All-Steel Turbulent Top Body by Fisher
8. Front End Stabilizer
9. Fisher No-Draft Ventilation
10. Emergency Brake Mounted Under Dash at Left
11. Synco-Mesh Transmission
12. Tip-toe-Matic Clutch
13. Exclusive Box Girder Chassis Frame
14. Hypoid-Gear Rear Axle
15. Delco-Rammy, Starting, Lighting, Ignition

... and scores of other important features, such as Safety Glass throughout, Automatic Voltage Control, Sound Insulation, Rubber-Mounted Engine, Automatic Manifold Heat Control, Electroplated Gray-Iron Pistons, Crankcase Ventilation, Adjustable Seats, Safety-Trend Running Boards, Counter-Balanced Crankshaft, Convenient Battery Location, Screened Cool Ventilator, and many others.

Provincial Election Hinted Within Next Few Weeks

Social Crediters' Fear Premier
May Be Liability Instead of
Help in Securing Re-Election
—Defeat Predicted

(from T. B. Windross)
Edmonton, June 12. — With an election in prospect in Alberta within the next few weeks, professional politicians and amateur straw-watchers are busy these days trying to figure out just how the electoral wind is going to blow.

Some members of the Social Credit machine in the present legislature have admitted frankly, although privately, that they expect the party's majority in the house to be wiped out at the polls. Some of them think that the party's only hope is an alliance with the C.C.F., which is obviously a forlorn hope in view of the fact that the C.C.F. itself hopes to form the next provincial government in the province and, in the Dominion house of commons at the session just ended, wiped its hands clean of the Social Credit theories of money.

It was reported reliably, from inside the government mill, that the Social Credit party's master minds see only 17 seats which they feel fairly confident of winning and they are prepared to be disillusioned about some of those.

Alberta now has an excellent grain crop in prospect and there are hopes that world market prices will rise far above the Dominion government's guaranteed price. In any ordinary political setup that would be helpful to the party in power, but in Alberta it may prove to be the death-knell for the present government, because the Social Credit appeal always has been principally to people who have nothing or have no hope of bettering themselves.

One strong section of private members believes that the party has a heavy liability in the unpopularity of Premier Aberhart himself with many people. (That unpopularity was increased by some of his actions during the royal visit June 2nd, and Edmonton movie-goers booed him last Saturday when news-films of Their Majesties' Edmonton visit included him).

It is problematical whether W. D. Herridge, brother-in-law of R. B. Bennett and leader of the "New Democracy" party which he is trying to organize, has been or will be enlisted for provincial assistance. Although Aberhart denied flatly on May 25 that Herridge had been given any kind of job, "in a legal or other capacity," by the Alberta government, it was revealed by official records last week that Herridge's Ottawa law firm had been retained by the Alberta attorney-general's department (and Aberhart is the attorney-general) to represent the province in a campaign to have the federal board of transport reduce the freight rates on Alberta oil toward the east.

More than five weeks after Herridge's firm had started the job (as revealed later) Aberhart said that "there is no foundation to the report" that "New Democracy" organizer had been retained by the Alberta government in any way. He had nothing to say about it when the truth became known.

The games teacher thought the children knew how to play Blind Man's Buff. She blindfolded one little girl, and when the child did not move, she asked: "Why don't you play?" The child replied: "Where's the cigarette?"

NOTICE

The Contracting business of A. E. Knowles is still being carried on.

Your orders will receive prompt attention.

Mrs. Clara Knowles

MILK

The Body Builder

It is the Calcium and Phosphorus in milk that builds and maintains sturdy bones and sound teeth. For this reason, experts recommend one quart of milk daily for every child, and a pint for every adult. It's a simple recipe for good health. Get CRYSTAL DAIRY MILK—delivered to you "farm fresh" every day.

PHONE AND OUR MAN WILL CALL -
CRYSTAL DAIRY
COLEMAN AND BLAIRMORE
WM. OLIVER, PROPRIETOR

GROW SLIM AND TRIM AND FULL OF ENERGY

Follow the new
**BREAD
DIET!**

Follow this Bread Diet Plan

This Diet Plan gives about 1600
Calories a day—the reducing
allowance of the average woman.

BREAKFAST

1 glass fruit juice
Small serving meat, fish or eggs
2 SLICES TOAST, 1 sq. butter
1 cup coffee (clear), 1 tsp. sugar
LUNCH OR SUPPER

Moderate serving meat, fish or
eggs. Average serving 1 green
vegetable.
2 SLICES BREAD, 1 sq. butter
Average serving fruit salad
1 glass milk

DINNER

1/2 glass fruit or tomato juice
Generous serving meat, fish or
fowl. Average serving 2 vegetables, 1 green.
2 SLICES BREAD, 1 sq. butter
Small serving simple dessert
1 cup coffee or tea (clear), 1 tsp. sugar

UNLIKE extreme diets
that cause fatigue and
jumpy nerves... the bread
diet builds up energy. As
weight comes off, pep goes up!
For bread is not just a
"starchy" food. Science has

proved that it is a combination of carbohydrates and protein that actually helps to burn up fat.
So follow the bread diet and reduce safely. Enjoy six slices of bread every day.

Bellevue Bakery

Phone 74w, Bellevue - J. Shields, Local Dealer

—NAME ANY
BRAND of
Alberta Made
BEER
and You'll get
the best they have!

Make the Taste Test...

TRY A CASE TODAY

This advertisement is not inserted by the Alberta Liquor Control Board, or by the Government of the Province of Alberta.

ATTENDING MASONIC GRAND LODGE

Sidney C. Short, worshipful master of Summit Lodge, is a delegate at the annual communication of the Grand Lodge of Alberta in Calgary this week. Accompanying him are Albert F. Short, past D.D.G.M., Colonel R. F. Barnes, and J. O. C. McDonald. The latter is to be installed as district deputy grand master for this Masonic district.

Members of the Elk lodges of Blairmore and Coleman hope to get together for a big annual outing and picnic some time during June or July. If hopes materialize, there should be an assemblage of from three to four hundred men, women and children.—Blairmore Enterprise.



GENERAL TIME SCHEDULE CHANGE

Effective June 15th, 1939
See Your Local Agent

Low Round Trip	
Summer Excursions	
From Coleman	To
Vancouver-Victoria	\$23.00
Seattle	22.00
San Francisco	37.65
New York	69.25
Banff	9.55

Grand Circle Tour To
Both World Fairs
Only \$76.00

For Sale Dates — Time Limits
and full information see
JIMMY'S COFFEE SHOP



PROGRAM BY SCHOOL PUPILS
A musical evening will be given by the pupils of Grades VII to X of the intermediate and high school on Friday evening, June 16, at 8 o'clock. The parents and others interested are cordially invited to be present. There is no charge and it will be well worth while to attend. Mr. James Cousins, instructor of music in the schools, will be in charge.

WORLD HAPPENINGS
BRIEFLY TOLD

Franz Kram, 50-year-old civil servant, was beheaded in Berlin following his conviction of espionage.

Sir Hubert Wilkins, Australian Arctic explorer, arrived at Oslo aboard the Polar ship Waparr Eap to prepare for a visit to the North Polar region.

Two railway cars carrying a corps of rangers to a forest fire jumped the track at Hoch, Japan, and plunged into a 200-foot chasm, killing 13 and injuring 33.

Anti-Fascist Moroccans paraded the streets in Casablanca, Algeria, with pieces of macaroni attached to their clothing calling Italy "Islam's Public Enemy No. 1."

Percival Price, carillonist for the Peace Tower carillon at Ottawa since 1927, announced he had accepted an offer to be university carillonist and professor of composition at Michigan University at Ann Arbor, Mich.

A Vatican news service says the Vatican has established a detective squad to stop smuggling from Vatican City to Rome. Coffee which now is almost unobtainable in Italy is plentiful and cheap in the Papal city.

The ashes of Sir Philip Sassoon were scattered over the picturesque grounds of his country mansion at Trent Park by planes of his former squadron. Sir Philip was one of the wealthiest men of Great Britain.

The Soviet government has announced that its 1939 census showed Russia had a population of 170,467,186. The total represented an increase of 15.9 per cent. over the Soviet Union's 1926 population.

Prime Minister Chamberlain and Polish Ambassador Edward Raczyński conferred amid reports they discussed a possible British loan of £20,000,000 or £30,000,000 (\$83,600,000 or \$140,000,000) to bolster Poland's defenses.

Splitting The Atom

Lord Nuffield Has Equipped Laboratory For Research Work

Lord Nuffield has marshaled science in an attempt to split the atom in his latest effort to fight disease.

The millionaire motor manufacturer who has scattered fortunes about the Empire on hospital charities, has built and equipped a \$300,000 laboratory and hopes the split atom will release energy producing radio-active materials which, like radium, will help in the treatment of disease.

The work will be carried out by Professor M. L. Oliphant, 38, director of physical research at Birmingham University and assistant to the late Lord Rutherford, conductor of pioneer experiments at atom splitting.

Professor Oliphant will use a 250-ton apparatus now being completed at Glasgow. It comprises a 13-foot hollow cube of steel with wall two feet thick. Around the outside will be wound miles of copper wire.

Five million volts of electricity will be shot through the wire and a foot-long spark will leap between two poles inside the cube bombarding a container holding the element whose atom is to be split. It is hoped the powerful flow of electricity will release energy, making the element artificially radio-active.

Small Men In History

Most of Military Geniuses Have Been Under Average Height

General Franco, Spain's new dictator, takes his place among the short men who have made history, says the Hamilton Spectator. Less than five feet four, he is two inches shorter than Napoleon was, and his contemporary, Adolf Hitler, is well under average height. All of which has been subjected to the nicely-turned theorizing of an era that likes to find patterns and keep them.

For most of the great military geniuses of history have been small in stature. Julius Caesar, Genghis Khan, Alexander the Great, Napoleon, Nelson and Ulysses Grant, of American Civil War fame—all were of this type. It is, therefore, pondered as to whether ambition for aggrandizement is not linked with a distinct inferiority in size, a field that plainly belongs to the psychologists.

It is a phenomenon that should be kept there, or the international scene will get even more complicated than it is now.

Received Ship Money

The Duke of Kent flew back to London recently after a whirlwind tour of his namesake county. At Sandwich, one of the Cinque ports on Britain's southeast coast, an ancient ceremony was revived when the duke was given a gold half-sovereign as "ship money."

Hens that are fed lobster shell will produce eggs with red-orange yolks.

Oranges For Germany

General Franco Paying Part Of War Debt In Fruit

Oranges in seemingly plentiful quantities without Berlin tables after many months of inability to get more than one or two, if any, because of the Nazi Government's food conservation policy.

The appearance of the big boxes of the Spanish fruit in stores eased a burden for housewives and prompted many questions as to why oranges suddenly became plentiful. The customary answer given in streets was that Spanish Nationalist Leader General Franco was paying off part of his "war debt" to Germany in that way.

Otherwise, German supplies of food and raw materials are practically on a wartime footing. Food hoarding has been undertaken on a gigantic scale by the German State. Canneries are putting up meats, vegetables and fruits as reserves against the possibility of war.

Benzine, copper, nickel, textiles and other essential commodities essential for the conduct of war are also being stored.

About the first question any foreign resident in Germany hears from a visitor: "Is there really a food shortage here? I seem to be able to get all the butter and eggs I want, and there is some fruit."

The casual visitor, however, lives in the standard hotels. Or, if he lives with friends, they have done a bit of hoarding to provide the best possible entertainment for the guest.

This is part of an effort to make foreign travellers feel that food is plentiful. They do not usually notice that food is expensive, for they pay only half of what the native or the foreign resident pays. A North American resident in Germany gets about 248 reichsmarks for a dollar. A visitor intended to travel marks gets about 5.40 marks for a dollar, and naturally finds many things expensive.

SELECTED RECIPES

FRUIT NUT ROLL

- 1/2 cup whipping cream
 - 4 tablespoons apple butter or fruit spread (apricot or peach)
 - 24 Christie's Vanilla Wafers
 - 1 cup chopped nut meats or coconut
- Whip cream until stiff and fold in apple butter or fruit pulp. Spread a generous amount of this mixture on each vanilla wafer and stack one on top of another. Lay the roll lengthwise on a platter and coat with the remaining cream mixture. Sprinkle with chopped nuts or shredded coconut and chill at least three hours. Slice diagonally when serving. Six portions.

GRIDDLE CAKES

- 1 1/2 cups sifted Swans Down Cake Flour
 - 1 1/2 teaspoons Calumet Baking Powder
 - 1/2 teaspoon salt
 - 2 egg yolks, slightly beaten
 - 1 cup milk
 - 2 tablespoons melted butter or other shortening
 - 2 eggs, slightly beaten
- Sift flour once, measure, add baking powder and salt, and sift again. Combine egg yolks and milk; add gradually to beating dry ingredients until smooth. Add shortening. Fold in egg whites. Bake on hot, greased griddle. Serve hot with Log Cabin Syrup. Makes about nine griddle cakes.
- Note: One teaspoon sugar may be added with flour, if a sweeter griddle cake is desired.

A Dangerous Toy

Parents Asked Not To Give Children An Air Gun

An appeal to parents not to give their children air-guns as gifts was made by the Chief Constable of Carlisle when three boys appeared to answer a summons for carrying and firing air-guns in the street.

"There is a growing tendency on the part of many parents," he said, "to present these air-guns to their children, never realizing that they are equipping them with a powerful and dangerous weapon. Coupled with a boy's imagination, his ever-present temptation to shoot and his inaccuracy make the gift a potential danger."

Legislation recently attempted to curtail their use by prohibiting boys and youths from buying them, but at the same time made it permissible for a parent to give a child. In their mistaken kindness parents looked upon an air-gun as merely a toy, but he appealed to them to help to stop a nuisance which often had such terrible and painful results.—London Tit-Bits.

What's In A Name

The Wall Street Journal gives a list of towns with odd names, which, with the state included, make interesting combinations: Ash, Kan.; Carpet, Tex.; Ogoo, Ga.; Odear, Me.; Skeeter, Ky.; Show Pie, Kay, O.; Houdy, Miss.; Fiven, Tenn.

There are 64 streets and squares in London named Albert in honor of Queen Victoria's husband.

Air Attack Protection

Revising Expert Opinion On How To Protect Britain From The Air

Fear of attack from the air, delivered without warning by swarms of swift enemy bombers, is rapidly revising the experts' ideas of how to protect Great Britain from attack.

Advocates of a strong counter-offensive against the war production plants and other military objectives belonging to an enemy thus are gaining in numbers.

Many believe that in a general European war a major objective of any power attacking Britain would be to cripple the country by intensive bombing raids.

Since Britain was attacked in the Great War, developments of aviation have changed both theory and practice of aerial warfare.

Then, because of limited flying range, most German bombers were forced to enter Britain over the southeast coasts of Essex and Kent which were only 80 miles from German air bases in Belgium.

By concentrating anti-aircraft guns around London and Essex and Kent, Britain was able to protect the whole western and northern areas of the island.

Now a minimum 1,600-mile flying range is commanded by bombers.

Many Britons insist the only way to stop raids would be counter-raids on continental plants which turn out replacements for destroyed machines. It would be futile merely to shoot down the raiders, they argue.

Fifty Years Of Progress

Pioneer Advertising Agency That Has Built Up A Big Volume Of Business

From Canada's first small, un-known advertising agency to an organization that to-day places millions of dollars of business a year, is traced by Charles T. Pearce, president of A. McKim Limited, in that agency's Golden Jubilee issue of the McKim's Directory of Canadian Publications, now just off the press.

Recalling brand names that flourished in the genesis of modern Canadian merchandising and which were advertised through this agency, the forward to the directory points out that no less than ten million insertion orders have been issued by the agency to Canadian publications during the past half century.

Through its offices in Montreal, Toronto, Winnipeg, Vancouver, Halifax and London, England, and through its affiliates in Australia, South Africa, New Zealand, India, Egypt, China and France, A. McKim Limited handles an immense volume of advertising. Its internationally renowned annual directory of Canadian publications contains exhaustive data on newspapers, magazines and technical journals as well as on markets, geography and other statistical matters. This latest edition is the thirty-second.

A New Danger

Animal parasites seldom seen in the north are expected to be encountered more frequently in the future, owing to the rapid air transportation from the South. The Rocky Mountain Medical Journal points out that any person coming from a country in which animal parasites are prevalent is potentially a carrier. The United States Public Health Service requires inspection for such infestation of all persons and aeroplanes on commercial airlines arriving from foreign countries.

Wings of some insects beat as fast as 300 strokes a second.

YOUNG NEW PRINCESS FROCK!
By Anne Adams

Curves are "in" again, and tiny waists are perfect. Here is a special note of this summery new Pattern 4142, girls, if you're planning to make some new Gingham Dresses. It's Anne Adams' latest design . . . and it will give you a smaller waistline. Indeed, there's "siren" charm in every line of this youthful princess frock . . . from the lace-edged scooping of the neck to the swirly hem of the eight-gathering skirt! The open part of the sleeves is scooped too . . . such a fetching little touch! As for the making, our open-draw view shows how easy it will be . . . and the Sewing Instructor gives most valuable directions.

Pattern 4142 is available in junior and misses' sizes 10, 12, 14, 16 and 18. Sizes 14 takes 3 1/2 yards 39 inch fabric and 3 1/4 yards lace edging.

Send twenty cents (20c) in coins (stamps cannot be accepted) for this Anne Adams pattern. Write plainly Size, Name, Address and Style Number and send order to the Anne Adams Pattern Dept., Winnipeg Newspaper Union, 175 McDermott Ave. E., Winnipeg.

His First Corner Stone

Canada Just Recently Asked Lord Tweedsmuir To Officiate

The Post-Arthur News-Chronicle says: Although His Excellency Lord Tweedsmuir has been Governor-General of Canada nearly four years he officiated at his first corner stone laying in Canada at Ottawa only a few days ago. The corner stone was for a new wing at the Ottawa Technical School. Lord Tweedsmuir admitted his own technical education had been "grossly neglected", and possibly it was thought he would not know how to lay a corner stone.

Because it has high acid content, the tomato is one of the easiest foods to can, says the Florida home demonstration office.

ROYALTY RIDE ON LOCOMOTIVE



Their Majesties the King and Queen are shown in the cab of Canadian Pacific locomotive 5919, in which, with W. M. Neal, vice-president of western lines of C.P.R., they travelled from Beaverbrook to Stony Creek, B.C., on their westward journey. Her Majesty is seated beside Fireman Stan Lee, while the King, behind her, is making his way to the engineer's seat at the other side of the cab. Engine 5919 was attached to the royal train directly ahead of Royal Engine 2850 on the heavy 2.2 grade. Their Majesties are shown in sport clothes for the thrilling engine ride.

SUNDAY SCHOOL LESSON
JUNE 18

PAUL WRITES PERSONAL LETTERS

Golden text: Give diligence to present thyself approved unto God, a workman that needeth not to be ashamed, handling aright the word of truth. II Timothy 2:15.

Lesson: I. Timothy 1:1-4; 6:11-16; II Timothy 1:1-14; Titus 1:1-6; Philimon 1:1-7.

Devotional reading: I. Timothy 4:6-16.

Explanations And Comments

Salutation of the Second Pastoral Letter to Timothy, 2 Timothy 1:1, 2. In this salutation Paul gives his credentials as an apostle, addresses Timothy as "my beloved child," and invokes upon him grace, mercy and peace from God the Father and Christ Jesus our Lord.

"These blessings are the best we can ask for our dearly beloved friends, that they may have grace to help them in the time of need, and mercy to pardon what is amiss, and so may have peace with God the Father and Christ the Son" (Matthew 5:44).

Salutation of the Personal Letter to Philimon, Philimon 1-3. Timothy was with Paul when this letter was written and joined him, a prisoner of Christ Jesus, in sending greeting to Philimon, and to Apphia and Archippus, presumably Philimon's wife and son, and to the church that met in their house.

Thanksgiving for Philimon's Faith, Love, and Service, Philimon 4-7. Philimon was a man of means, possibly one of the converts of Paul during his stay in Ephesus, and was greatly esteemed and tenderly loved by the apostle because of the way Philimon used his wealth and influence. His home was the meeting place of the church in Colosse. Paul in his distant prison had been greatly heartened and refreshed by reports of his manifold acts of love to the Christians in his city. Paul tells Philimon of this, and of his prayer and praise to God because of him.

"His faith issued in practical usefulness. Religion always does this. It is the connection between religion and philanthropy is that between the tree and its fruits. The religion which makes us kind and helpful and loving to our fellow-men is not Christianity at all. There is no such thing as a selfish, hard, greedy grasping Christian. A selfish Christian is a contradiction in terms" (J. D. Jones).

Wanted Driver's Picture

King George Took Snaps Of Chauffeur On Mountain Trip

Vic Riley, who drove the King and Queen to Edith Cavell Mountain during their stay at Jasper Park Lodge, Alta., always will have a grand story to tell of the royal visit.

Vic made the mountain drive because those uniformed, military-looking chauffeurs who drive the long, sleek royal cars are fine for crowded city streets, but when you are taking happy bonds above the clouds, with 700 feet of just nothing at all when you look over the precipice, you want a man at the wheel who has been up there before.

Riley drives a locomotive in the winter time and a mountain automobile in the summer. King George wanted a picture of the car and Vic got out. The King told him to get back in, that what he really wanted was a shot of the man who took him up the mountain with a sure, firm hand on the wheel.

Neal's Creek, in North Carolina, is reserved exclusively for women who fish for trout.

Health LEAGUE of CANADA presents **TOPICS OF VITAL INTEREST** by **DR. J. W. S. McCULLOUGH**

ACIDOSIS

The term Acidosis does not mean that the stomach is overfilled with acid. Acidosis is a different thing altogether.

Where there is a real acidosis condition this has been brought about by accidents of diseases. It is incidental to such conditions as diarrhoea, excessive vomiting and starvation, to such diseases as diabetes and Bright's disease of the kidneys, to severe skin burns and absorption of certain poisons.

Quarles have exploited acidosis to the limit. The quack puts forth the erroneous doctrine that acidosis is produced by a wrong combination of foods. He wrongfully asserts that sugar, starchy foods and vegetables should never be mixed in the same meal with proteins, that is meat, eggs, milk, etc., though Nature has generally balanced such elements in foods such as cereals, vegetables and eggs. He talks of acid blood, forgetting that such a condition is incompatible with life. Blood is actually neither acid nor alkaline, rather it is neutral, or at the most slightly alkaline.

In one's choice of food, neither a weighing scale, a measuring glass nor a book on diets is needed. In temperate climates, experience teaches that cereals with milk and cream, fruits, meat, fish, eggs and vegetables are the best foods. Similarly the cold of the Arctic and Antarctic regions demands a strong protein diet such as meat and fat, while carbohydrates and fruits are the foods for the Tropics. When used with discretion, these various diets will suit man's needs.

Dr. L. H. Hogart in "Nutrition and Physiology" says that "90% of digestive disorders attributed to the kind or combinations of foods eaten is due rather to unfavorable emotional or mental states, to eating when over-tired, to taking at one meal too many foods, or to a different rate of digestion than to the sort of food." There is no association of acidosis with the water-brash or heart-burn commonly found in hyperacidity of the stomach.

Editorial Note: Readers desiring the complete set of Dr. McCullough's cancer articles at once may secure same by writing to: The Health League of Canada, 105 Bond St., Toronto, Ont.

A Public Benefactor

To Honor Man Who Invented Life Saving Apparatus

A man, who though he died 85 years ago, still saves hundreds of lives every year, is to be honored by the people of Histon, Cornwall, his native town.

In 1807 Henry Tregrouse, a cabinet maker, watched H.M.S. Anson, a large 44-gun frigate, being pounded to pieces on the rocks in a gale. He saw many men and a hundred souls swept to death without anyone being able to lift a hand to save them.

Tregrouse determined that he would devote his life to inventing some means of rescuing sailors shipwrecked within range of shore. His inspiration came some years later when he watched a fireworks display at Histon Green. The streaks of fire rushing into the darkness gave him the idea of attaching a rope to a rocket and thereby establishing communication between a wrecked vessel and the shore. Tregrouse spent thousands of pounds in experiments, but died penniless.

Now Histon borough council is proposing to build a museum in his honor.

Some One Pays

Since the government have no income except what they get from the taxpayers, it stands to reason that whenever a special favor is given to one group the money must come from another group, says the Owen Sound Sun-Times. And whoever happens not to belong to any of the favored groups—well, that's his hard luck. Because the money must be collected.

Mussolini, in any gathering of European statesmen, could readily speak German, French and English in addition to his native tongue. But Adolf Hitler, the super-man, never did bother to learn how to speak Italian, even. 2311

COLE'S THEATRES in all "PASS" TOWNS PROVIDE HIGH-CLASS ENTERTAINMENT

Thursday and Friday, June 15 and 16
DOUBLE PROGRAM

HOP-A-LONG CASSIDY Rides Again in
"PRIDE OF THE WEST"
also CHARLES RUGGLES and MARY BOLAND in
"BOY TROUBLE"

Tuesday and Wednesday, June 20 and 21
SHIRLEY TEMPLE
'Just Around The Corner'
NEWS and NOVELTY



Best Sound Effect - High Class Programs
Nightly 8 p.m. - Saturday 2 p.m., 7:30 p.m. and 9:30 p.m.

Saturday and Monday, June 17 and 19
JAMES CAGNEY and The DEAD END KIDS in
'ANGELS WITH DIRTY FACES'
A gripping story of a head-strong man's fight against
the forces of society
"March Of Time"
presents
'The MEDITERRANEAN BACK-GROUNDED FOR WAR'
A GRAPHIC picture of the war preparations made by
some European countries during the present crisis
NEWS - Novelty - Cartoon



FISHING Season is Now Open!

Stock up now and spend
the day fishing.

DRY FLIES, an excellent assortment, each 10c
TROUT FLIES, per dozen \$1.00
RODS, from \$1.00 to \$20.00
REELS, from 50c to \$11.00
LINES, from 10c to \$5.00
SALMON EGGS, for B.C. fishermen, jar 40c-45c
Floats, Leaders, Sinkers, Rod Tips, Rod Varnish,
Fly Oil, etc., etc.

Everything the Fisherman Needs

H. C. McBURNEY

Druggist and Stationer Main Street, Coleman
AGENT FOR BLAIRMORE GREENHOUSES

Fishing Tackle Headquarters



Buy better fishing supplies from our complete stock.
Steel and Cane Rods, Baskets, Flies, Leaders, Split
Shot, Salmon Eggs, Bait Hooks and everything that
is needed for a complete outfit.

Pattinson's Hardware Store

Phone 180 for Orders Large or Small - Service Unexcelled



Fishing Tackle

a full line-up of
FIRST-CLASS MERCHANDISE

RODS, from...\$1.15 to \$8.00 REELS, from...50c to \$4.50
BASKETS...\$1.75 to \$4.50 WADERS\$6.50

Wet Flies and Dry Flies in all designs.

Coleman Hardware and Furniture Co.
W. DUTIL, Mgr. Phone 68

- OLD RELIABLE - CRESCENT SHOWS

FOUR DAYS COLEMAN FOUR DAYS

June 14 to 17

Bigger - Better - New

8 -- Major Rides -- 8

30--Amusements--30

CLEAN -- SAFE -- HONORABLE

You'll Enjoy Seeing Your Kiddies Ride

The New Auto Speedway

Captain: "Have you cleaned the deck
and polished the brasses?"
Sailor: "Yes, sir, and I've swept
the horizon with my telescope."

We didn't hear the Prophetic Bible
Institute singing its theme song on
Sunday. What's wrong--has it gone
flat?

Local News

BORN--To Mr. and Mrs. Louis
Moore on June 9, a daughter.

Mrs. John McDonald left on Sun-
day to spend the summer months with
her parents at Duchess, Alberta.

Two blood transfusions were taken
from Leslie Nelson for Tom Llewellyn
in an effort to save his life last week.

Mr. and Mrs. Tom Higginbotham
and Mrs. R. Dunlop spent the week-
end at Lethbridge.

Mr. and Mrs. A. L. Watkins of High
River were recent visitors at the home
of Mr. and Mrs. James Ford, Mr. Wat-
kins being on vacation.

On June 30 a concert under the
direction of Fred Blazenko, consist-
ing of stringed instrumentalists, con-
sisting of players, vocal and dancing num-
bers, will be given. Thirty-five will
take part. Further details next week.

What at first sight might be taken
for a miniature lion at large proved to
be nothing more dangerous than
J. Ankill's very affectionate dog, which
has been clipped in such style as to
create a ferocious appearance entirely
foreign to the dog's docile nature.



The Churches

ST. ALBAN'S CHURCH
Rev. J. R. Hague, A. Th., Incumbent
Trinity II--10 a.m., Sunday School;
11 a.m., Mattins and Sermon.

Read Psalms 95 and 96.
What if we all began each day by
singing unto the Lord! The Church
bids us do this. The Prayer Book com-
bines Psalms 95 and 96 into the
Venite.

Life is full of trouble. But forget
it, think of God and sing! We have
reasons:

1. This is God's world. Wicked
and mistaken men may ravage and destroy
like dogs snarling in a corner, but the
foundations of the world are safe in
God's hands.

2. God is more than Creator. He
is our Shepherd. The Good Shepherd
promises, "None shall pluck them out
of my hand."

3. God reigns. Men may seize power
and inflict cruel injustice, but God's
Spirit will judge them and His truth
shall prevail.—Exch.

THE UNITED CHURCH

Members and adherents are remind-
ed that the summer communion service
will be held on Sunday morning. The
sacrament of the Lord's Supper will
be observed at the close of the service.
The evening services are being con-
tinued until the end of the present
month.

The Sunday School picnic will be
held on Saturday afternoon. The
children will meet at the clubroom
between 2:30 and 3 p.m. The gather-
ing will be in the grove behind the old
football field. Parents and friends are
invited. Each group or family will
look after their own food. Tea and
lemonade will be provided. Bring your
own cup. Former members of the
school are also invited.

The managers wish to remind all
concerned that the end of the half-
year will soon be reached. All who
can be asked to bring their offerings up
to date. If those going away during
the summer would give their offering
for the Sundays absent before going
it would be greatly appreciated. What-
ever the attendance the expenses go
on just the same.

CHURCH OF THE NAZARENE

Rev. Leonard Falk, pastor.
Miss Dorothy Thomson, assistant.
Week-night services Tuesday and
Friday at 7:30.

Sunday school 11 a.m., Sunday ser-
vices 12 noon and 7:30 p.m. Street
service 6:30 p.m.

Rev. and Mrs. Falk are expected
this week. Miss Moonhian left Mon-
day for her new field of labor. She
will be greatly missed by her friends
but it is hoped that all will co-oper-
ate with the new pastor.

There is a welcome awaiting all
who attend our services.

Mr. George Hibbert, of Three Hills,
Alberta, was the week-end guest of
Mr. and Mrs. Tom Hibbert.

F. McClellan, representing the Cana-
dian Fire and other insurance com-
panies, was here on Saturday check-
ing over business of local agents.

Mr. Albert F. Short attended the
annual convention of Western Canada
Fuel Association held last week in
Saskatoon.

Maurice W. Cooke received an in-
teresting letter this week from Eric
Bergquist, familiarly known to his
friends as "The Count." He is living
near Squamish in British Columbia.

A reader in West Coleman asks The
Journal to voice his complaint that
a number of the street lights have been
missing through breakage or other
causes.

The annual convention of the Cana-
dian Weekly Newspapers Association
for the entire Dominion will be
held at Niagara Falls on August 3-
4-5, with a trip to the World's Fair
at New York to follow.

The Journal will always welcome
interesting news items from its read-
ers. Your neighbors are vitally inter-
ested in local items. World happen-
ings can always be read of in the
dailies, but it is in the weekly local
newspaper that you enjoy reading the
strictly local news.

Mr. and Mrs. James Glendenning
have as their guest Mr. Robert Arm-
strong, cousin of Mrs. Glendenning,
from Newcastle, Penn. Mr. Arm-
strong is a retired railwayman and is
making a tour of Western Canada,

following which he will travel to the
Pacific coast where he will visit Cana-
dian and American cities.

Mr. Alex. Beck returned last week
from Vancouver, having spent the
winter there. Mrs. Beck remained
there, and it is likely Mr. Beck will
return to the coast in about a month.
He met many former Coleman people
there, including a former editor of
Coleman's weekly newspaper, Mr.
Norman, Mr. and Mrs. Whiteide, Mr.
and Mrs. Alex. M. Morrison, and Mr.
and Mrs. Chas. Ouimette.

George Nies has taken over this
territory as salesman for Burns & Co.
Ltd., in succession to Mr. Carver, the
portly gentleman who was on the ter-
ritory for over seven years. Mr. Nies
makes Fernie his home town for the
present, and was formerly city sales-
man in Calgary. Mr. Carver is on re-
lieving work and makes Calgary his
headquarters, where his family live.

Miss Evelyn Higginbotham, who has
spent the past month with her par-
ents, Mr. and Mrs. Tom Higginbotham,
has returned to Nelson where she is
a nurse at the Kootenay General hos-
pital.

Enid Ankill is suffering from scar-
let fever. She is at present with her
mother, who is teaching at Granum
Hutterite Colony. The colony is at
present quarantined.

Improvements at Palace theatre
are now almost completed, giving a
modernistic air to the interior. A fine
new carpet at the entrance gives an
impression of comfort as you enter.



FATHER'S DAY NEXT SUNDAY

—Make him happy.

—Buy him a pair of socks,
a nice shirt, a tie, or
even a nifty hat—he'll
surely appreciate your
thoughtfulness.

at

**Frank
Aboussafy's**

Where It Costs Less To Be
Better Dressed

Mr. Cole is to be commended for the
fine style in which he has improved
the theatre.

IS THAT ALL YOU PAID FOR THIS GREAT BIG PONTIAC!



Buyers are now realizing PONTIAC is right in the Lowest-Price Field!
RESULT—sales are soaring to new high records!

PONTIAC has stepped up the horsepower of
your new car dollar! Here's beauty that
stands out like a glowing debutante visiting
an old maid's home. And a price away down
with the lowest... down as much as \$100
compared with last year! A Pontiac... engi-
neered still better... packed with features.
Never before was there such value!

Big... sleek... so lazily restful. Lots of
room for six... "bumpless" floors... better
vision all around. Nimble as a cat in traffic
... lithe and steely powerful as a panther, on
the stretch. Yet instantly obedient to the
effortless controls. And the grand "New-
rest" Ride levels every road! Get the full
story back of the wheel, today!

Convenient terms on the General Motors Instalment Plan



THE MOTORDROME - James R. Kerr
COLEMAN

YOUR PONTIAC DEALER'S DESIRE IS TO SERVE YOU PERMANENTLY and WELL